

CHAPTER III RESEARCH METHODOLOGY

A. RESEARCH METHOD

In this study, the researcher used a form of descriptive qualitative research, which is research conducted to describe or explain a phenomenon by using scientific procedures to answer. Qualitative research is carried out on natural objects that develop as they are, not manipulated by researchers and the presence of researchers does not actually have an affect the dynamics on that object.

The focus of the research taken in this study is to analyze the peace messages and values of religious moderation in the lyrics of the song One Big Family which was popularized by Maher Zain with Roland Barthes' semiotic theory. Roland Barthes' semiotics theory functions as a tool in studying the hidden meaning or message sign of a text. This study used Roland Barthes semiotic analysis because it is to find out the values of religious moderation contained in the song One Big Family which was popularized by Maher Zain.

B. RESEARCH SETTING

This research was conducted on the lyrics of the song "One Big Family" which was popularized by Maher Zain, to find out the message or meaning in the lyrics of the song, this research was not like the field research, because the researcher used semiotic analysis. Semiotic analysis is an analysis of signs contained in question marks, which this research was conducted in Kudus.

The type of research used in this research is Library Research. Library Research limits its activities to library collection materials without the need for field research. The data taken are sourced from books, journals, or magazines related to the problems discussed.

C. RESEARCH SUBJECT

In this study, researcher used primary and secondary data sources. The sources of primary and secondary data are as follows:

1. Primary data sources

Primary data is data obtained or sourced from first hand, namely sources that really represent or have the right to provide data information.¹ In this study, the primary data are:

- a. One Big Family song video clip on the Awakening Music youtube channel (<https://www.youtube.com/watch?v=3ckXdWzINTw>).
- b. Lyric text of the song One Big Family in the album Forgive Me (2012).
- c. Kemenag RI, 2009. *Moderasi Beragama*. Jakarta: Badan Litbang dan Diklat Kementrian Agama RI.

2. Secondary data sources

Secondary data is statistical data that comes from the second hand, not from the data source directly. Secondary data sources can also be said to be supporting sources of primary data which refers to books, documents, scientific works, and other supporting sources, including:

- a. Ambarini AS and Nazia Maharani Umayu, 2012. *Semiotika Teori dan Aplikasi pada Karya Sastra*. Semarang: IKIP PGRI Semarang Press.
- b. Roland Barthes, 2012. *Elemen-Elemen Semiologi*. Translation by Kahfie Nazaruddin. Yogyakarta: Jalasutra.

This study used selective footage, using considerations based on the theoretical concepts used, and the personal wishes of the researcher. Therefore, this research was purposive sampling. The sample criteria that the researchers took were several lyrics that describe the values of religious moderation in the lyrics of the song One Big Family.

¹ Darwyan Syah, and friends, *Pengantar Statistik Pendidikan*, (Jakarta: Gaung Persada Press, 2007), 11.

In this study, it displayed elements that tell about peace and religious moderation in the song One Big Family. This limitation was for researchers to focus more on the various elements of peace and religious moderation in the song One Big Family which was popularized by Maher Zain and limit the research. Below are the lyrics of the song One Big Family which was popularized by Maher Zain:

One Big Family – Maher Zain

*I wonder why you and me fight each other
 Don't you see the similarities between us?
 Take a minute and see yourself in the mirror
 You look like me, those eyes, lips, you can't deny
 Have you thought about why we look the same?
 Why we feel the same?
 Don't tell me it's by chance
 Oh, you're my brother, you're my sister
 We're one big family
 Oh, you're my brother, you're my sister
 Just one big family
 It doesn't matter if you live far away from me
 You feel I feel, you bleed I bleed, you cry and I cry
 We sleep and dream
 Sometimes we're sad sometimes we're happy
 You breathe I breathe
 We love, walk, talk and we smile
 Have you thought about why we look the same?
 Why we feel the same?
 Don't tell me it's by chance
 Oh, you're my brother, you're my sister
 We're one big family
 Oh, you're my brother, you're my sister
 Just one big family, family
 I care about you and I wish you could realize
 There's no difference between us two
 We're part of one family
 No matter how far you are
 And even if we don't know each other
 Oh, you and me, me and you, we are one
 Oh, you're my brother, you're my sister
 We're one big family*

*Oh, you're my brother, you're my sister
 Just one big family
 Oh, you're my brother, you're my sister
 We're one big family
 Oh, you're my brother, you're my sister
 Just one big family
 Just one big family*

Based on the lyrics of the song above, the stanzas taken by the author in the sampling technique are as follows:

Table 3.3 The lyrics and the meaning

| Lyrics | Meaning |
|--|--|
| I wonder why you and me fight each other Don't you see the similarities between us? Take a minute and see yourself in the mirror You look like me, those eyes, lips, you can't deny | <i>Aku bertanya-tanya mengapa kau dan aku saling bertengkar Apakah kau tidak melihat persamaan diantara kita? Luangkan waktu sebentar dan bercerminlah Kau terlihat sepertiku, mata dan bibir itu, kau tidak bisa menyangkalnya.</i> |
| Have you thought about why we look the same? Why we feel the same? Don't tell me it's by chance Oh, you're my brother, you're my sister We're one big family Oh, you're my brother, you're my sister Just one big family | <i>Pernahkah kau berfikir tentang mengapa kita terlihat sama? Mengapa kita merasakan hal yang sama? Jangan bilang ini hanya kebetulan Oh, kau saudaraku, kau saudariku Kita dalam satu keluarga besar Oh, kau saudaraku, kau saudariku Hanya satu keluarga besar</i> |
| It doesn't matter if you live far away from me You feel I feel, you bleed I bleed, you cry and I cry | <i>Tidak masalah jika kau tinggal jauh dariku Kau merasakan aku pun merasakan, kau berdarah aku pun berdarah kau menangis</i> |

| | |
|---|--|
| <p>We sleep and dream Sometimes we're sad sometimes we're happy You breathe I breathe We love, walk, talk and we smile</p> | <p><i>aku pun juga menangis Kita tidur dan bermimpi Terkadang kita sedih, terkadang kita senang Kau bernapas, aku pun bernapas Kita mencintai, berjalan, berbicara dan tersenyum</i></p> |
| <p>I care about you and i wish you could realize There's no difference between us two We're part of one family No matter how far you are And even if we don't know each other</p> | <p><i>Aku peduli denganmu dan ku harap kau bisa menyadarinya Tak ada perbedaan diantara kita berdua Kita bagian dari satu keluarga Tidak masalah seberapa jauh engkau, dan meskipun jika kita belum saling mengenal</i></p> |

D. INSTRUMENTS AND DATA COLLECTION TECHNIQUE

In collecting data, the techniques used by the researcher in this research are as follows:

1. Non-Participant Observation

In conducting this research, the researcher used non-participant observation technique because the researcher did not participate in the life of the research subject, the researcher only observed the song lyrics that had been created by the songwriter.

According to Margono, non-participant observation is a process of observing the observer without participating in the life of the person being observed and separately acting as an observer.²

2. Literature Review

Literature Review is a recommended data collection method for searching data and information through documents, both written documents, photographs, pictures, and electronic documents that can

² Margono, *Metodologi Penelitian Pendidikan*, (Jakarta: PT. Rineka Cipta, 2005), 161-162.

support the writing process. According to Sugiono, "Research results will also be more credible if they are supported by existing photographs or academic and artistic writings."³

3. Documentation

The documentation method is to find and study data in the form of writing, pictures, or someone's work. Documentation can be in the form of diaries, life histories, biographies, living pictures, or some kind of artwork. This method is used to obtain the data needed to answer the main problem.⁴

E. DATA ANALYSIS TECHNIQUE

This study was analyzed using Roland Barthes' three-stage signification system: denotation, connotation, and myth. In Roland Barthes' semiotics, denotation is the first stage of the signification system, while connotation is the second level, and myth is the last. Denotation uses the meaning of the sign as a literal definition of the real. Connotation refers to socio-cultural conditions and personal associations.

Furthermore, this data analysis carried out by dividing the entire song lyrics into several stanzas. By using Roland Barthes' semiotic theory which pays more attention to or focuses on the way denotation and connotation (in this case in song lyrics) relate to the object of research. The theoretical model of Roland Barthes focuses more directly on the myth itself.

In researching the lyrics of the song One Big Family which was popularized by Maher Zain, the researcher made an interpretation by dividing the whole song lyrics into several stanzas and then the stanza would be analyzed using the semiotic theory of Roland Barthes, where there are elements denotation and connotation that will produce myths. These elements will be separated to make it easier for researchers to interpret the lyrics of the song One Big Family by Maher Zain

³ Sugiono, *Metodologi Penelitian Kualitatif, Kuantitatif, R&D*, (Bandung: Alfabeta, 2018), 83.

⁴ Sugiono, *Metodologi Penelitian Kualitatif, Kuantitatif, R&D*, 240.

which is associated with the value of religious moderation when the creator created the song.

